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OFFICIAL COMMUNICATION

From:

JENS C. JENKINS

Comments:

Please see attached.

Docket No.

14531.46

Serial No.

09/264,432

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PATENT APPLICATION
Docket: 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
	Phillip Y. Goldman et al.	<u> </u>
Serial No.	09/264,432) Art Unit) 2614
Filed:	March 8, 1999)
Confirmation No.	3073)
For:	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY)))
Examiner:	Scott E. Beliveau)
Customer No.	47973)

CERTIFICATE OF FACSIMILE TRANSMISSION

Mail Stop AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "I" (15 pages)
- Transmittal Letter (2 pages)

Dated this 28 day of January 2005.

Respectfully submitted,

JENS C. JENKINS Registration No. 44,803 Attorney for Applicant

Customer No. 47973

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Examiner:	Scott E. Beliveau))

AMENDMENT TRANSMITTAL

Mail Stop AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified application.

X No additional fee is required.

W

Fraser D. Roy Carl T. Reed

R. PARRISH FREEMAN, JR. PETER F. MALEN, JR. L. REX SHARR, PH.D. WILLIAM R. RICHTER ERIC M. KAMERATH ROBERT E. AVCOCK TENS C. TENKINS KEVIN W. STINGER WILLIAM J. ATHAY MICHAEL B. DODD RYAN D. BENSON SARA D. JONES TIGE KELLER Janna L. Jensen MATTHRY D. TODD J. LAVAR OLDHAM MICHAEL J. FRODSHAM JOSEPH L. KRUPA BRETT A. HANSEN BAPTT L. JOHNSON MATTHEW A. BARLOW WESLEY C. ROSANDEA ANDREW S. HANSEN CHAD E. NYDEGGER JOSEPH G. PIA CLINTON E. DUKE RYAN N. FARR * JAMES B. BELSHE ALISON B. MOHR KIRK R. HARRIS KEELY SCHNEITER MICHAEL M. BALLARD DAVID A. JONES

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JONATHAN M. BENNS, Ph.D.

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- X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.
 - X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.
 - X Any patent application processing fees under 37 CFR 1.17.
 - X Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 26 day of January 2005.

Respectfully submitted,

RICK D. NYDEGGER Registration No. 28,651

JENS C. JENKINS Registration No. 44,803

Attorneys for Applicant

Customer No. 47973

RDN:JCJ:cm CM0000005229V001

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AMENDMENT "I"

Mail Stop AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of December 2, 2004 (paper no. 041119), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.